

### **Public Outreach for Jan. 1, 2016 Implementation**

- Editorial after CC - Sept. 1: FAQ sheet prepared
- Letter to Retailers – Sept. 28 (officially advises store managers; states when POS signs will be available)
- Point of Sale Sign – Oct. 15 (to all retail locations)
- KMLP-15 and City Website – Nov. 1
- Print Advertising Nov. 27 – Dec. 31 (free bags to community)